

SEARS, ROEBUCK AND CO.

SATISFACTION GUARANTEED OR YOUR MONEY BACK



"ABUNDANT HARVEST" PAINTED BY GEORGE INNESS FROM THE METROPOLITAN MUSEUM OF ART FOR REPRODUCTIONS OF THIS PAINTING, SEE PAGE 571

all and Winter, 1944-45,

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Ann Barton

our own trade mark

SEARS FAMOUS DRESSES

\$4⁹⁸
each

STUNZI'S RAYON GABARDINE stays smooth, wears well, thanks to its crease-resistant finish and fine weave. Nothing like it for day-in, day-out service... for crispness that holds up. Teamed with the precision of tailoring, specified below, that has made our \$4.98 dresses famous... and classic simplicity of styling... the result is a trio of year-round *Ann Barton* dresses that prove Sears fashions bring you more for your money.

- Waistlines, yokes—taped, bound or double-stitched
- Sleeve bottoms have deep, blind stitched hems
- Fine stitching throughout • All seams are pinked
- Side seams all are wide enough for letting out
- Hems are two inches deep; allows for lengthening
- Belts firmly reinforced; belt loops of self fabric
- Button holes closely stitched for longer wear
- Contour Closure, exclusive Sears feature, a bulk-free placket closing. Serves as handy, unseen pocket

- A THE SHIRTSOCK** with trouser-pleated skirt, popular favorite with new dash. Nail heads shine on self belt. Button front halfway down skirt. Gored back skirt. Stunzi's rayon gabardine. Dry clean.
 Sizes: 10, 12, 14, 16, 18; see size scale on page 11.
 State size. Shipping weight, each, 1 pound 8 ounces.
 ♦31 K 5035—Aqua ♦31 K 5036—Beige
 ♦31 K 5037—Coral red ♦31 K 5038—Violet... \$4.98

- B THE CARDIGAN DRESS**, multi-stitched on waist and big hip pockets for clean-cut look. Imitation leather front on self belt. Skirt has kick-pleat in front, and gores in back. Of Stunzi's rayon gabardine. Dry clean.
 Sizes: 12, 14, 16, 18, 20; see size scale on page 11.
 State size. Shipping weight, each, 1 pound 8 ounces.
 ♦31 K 5030—Beige ♦31 K 5031—Aqua
 ♦31 K 5032—Violet ♦31 K 5033—Coral red... \$4.98

- C THE TWO-PIECE SUIT DRESS** fits all figures easily, smartly. Darts on cardigan jacket, slim waist. Plain dickey comes off quickly to give way to print or frilly one. Skirt kick-pleated in front, gored in back. Of Stunzi's rayon gabardine. Dry clean. Sizes: 12, 14, 16, 18, 20; see size scale on page 11. State size. Shpg. wt., 1 lb. 8 oz.
 ♦31 K 5025—Coral red ♦31 K 5026—Aqua
 ♦31 K 5027—Cocoa brown Each..... \$4.98

Catalog numbers marked ♦ shipped from New York. Order, pay postage from Sears nearest mail order house. Sears Easy Terms are available if your order totals \$10 or more. See inside back cover for details. Why not include Sears famous *Ann Barton* Cosmetics in your order?

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ALL PAGE 3 DRESSES

Ann Barton
our own trade mark

SEARS FAMOUS DRESSES

\$4.98
each



FRANKLY'S PACALON, a good quality rayon alpaca-type fabric, is worthy of the fine making that goes into Sears Famous \$4.98 Dresses. It's closely woven, holds its shape. Just what these *Ann Bartons* demand to keep their good looks through all the wearing you'll want to give them. Not too dressy, not too tailored; right for so many occasions.

- Waistlines, yokes—taped, bound or double-stitched
- Sleeve bottoms made with deep, blind-stitched hems
- Fine stitching throughout • All seams are pinked
- Side seams all are wide enough to permit letting out
- Hems are two inches deep; allows for lengthening
- Belts firmly reinforced; belt loops made of self fabric
- Button holes are all closely stitched for longer wear
- Contour Closure, exclusive Sears feature, a bulk-free placket closing. Serves as a handy and unseen pocket

A THE SIDE-BUTTON DRESS, No. 1 favorite in the Spring catalog, in different fabric, in Fall colors. Back gored skirt with spaced gathers in front; self belt. Frankly's rayon alpaca-type fabric. Dry clean. Sizes: 12, 14, 16, 18, 20; scale on page 11. State size. Shpg. wt., 1 lb. 8 oz.

- | | |
|------------------------|-----------------------|
| ♦31 K 5000—Navy | ♦31 K 5003—Pearl Gray |
| ♦31 K 5001—Cherry rose | Each \$4.98 |
| ♦31 K 5002—Aqua | |

B THE SCALLOPED DRESS with fly front effect to slenderize, slash pockets for convenience. All around gored skirt with clusters of gathers in front. Imitation leather on tie-front self belt. Frankly's rayon alpaca-type fabric. Dry clean. Sizes: 12, 14, 16, 18, 20; size scale on page 11. State size. Shipping weight, each, 1 pound 8 ounces.

- | | |
|------------------------|-------------------|
| ♦31 K 5004—Cherry rose | ♦31 K 5005—Black |
| ♦31 K 5006—Aqua | Each \$4.98 |

C THE BUTTON DRESS, jaunty buttons outline side folds, sleeves. Centered front fullness; back gores on skirt. Imitation leather trim self belt. Frankly's rayon alpaca-type fabric. Dry clean. Sizes: 12, 14, 16, 18, 20; see size scale, page 11. State size. Shpg. wt., each, 1 lb. 8 oz.

- | | |
|------------------------|------------------------|
| ♦31 K 5008—Medium blue | ♦31 K 5009—Cherry rose |
| ♦31 K 5010—Pine green | Each \$4.98 |

HATS, illustrated on these pages. All wool felt. To fit head sizes 21½-22½. State color. Shpg. wt., each, 14 oz.

A Mandarin Pompadour Hat; matching grosgrain trim. 75 K 3030—Colors: Navy, black, dk. brown, cherry \$2.98

B Chelton Beret; self material coin shaped trim. 78 K 3000—Colors: Cherry rose, black, dk. brown. \$1.98

C Halo Beret. See hat section for complete details.

Catalog numbers marked ♦ shipped from New York. Order, pay postage from Sears nearest mail order house. Sears Easy Terms available, if your order totals \$10 or more. See inside back cover for full details. Why not include Sears Famous Ann Barton cosmetics, too?



A



Ann Barton
our own trade mark

SEARS FAMOUS DRESSES

\$4.98
each



CROWN TESTED French-Type Rayon Crepe, in Fall-Winter colors with white polka dots . . . hand washable separately in LUX . . . that's news at only \$4.98. For tests predict it will not change visibly in color or texture, nor in size more than

2%. If instructions on tag are followed. But fabric is just part of the *Ann Barton* value story. Add careful workmanship indicated below, becoming styles, good fit, year-round, long-time wearability—and you know why Sears \$4.98 dresses are famous from coast to coast.

- Waistlines, yokes—taped, bound or double-stitched
- Sleeve bottoms have deep, blind-stitched hems
- Fine stitching throughout. • All seams are pinked
- Side seams all are wide enough for letting out
- Hems are two inches deep; allows for lengthening
- Belts firmly reinforced; belt loops of self fabric
- Button holes closely stitched for longer wear
- Contour Closure, exclusive Sears feature, a bulk-free placket closing. Serves as handy, unseen pocket
- Shoulder pads can be easily taken off for washing

A THE TUCKER BOSOM DRESS set off with white at neck, on belt. Fullness across front of skirt, gores in back; roomy patch pocket. Bodice buttons to waist in back. French-type rayon crepe. Wash separately in LUX. Sizes: 10, 12, 14, 16, 18; see size scale on page 11. State size. Shipping weight, each, 1 pound 8 ounces.
♦31 K 5015—Pine green ♦31 K 5016—Red
♦31 K 5017—Cocoa brown ♦31 K 5018—Violet. \$4.98

B THE SHIRTWAIST DRESS with yoke back bodice, neatly cuffed long sleeves. All-around gored skirt flatters hips. Buttoned patch pockets add trimness. French-type rayon crepe. Wash separately in gentle LUX. Sizes: 12, 14, 16, 18, 20; see size scale on page 11. State size. Shipping weight, each, 1 pound 8 ounces.
♦31 K 5020—Cocoa brown ♦31 K 5021—Pine green
♦31 K 5022—Navy Each \$4.98

C THE BUTTON FRONT DRESS makes a fresh, feminine appearance with self pleating down front, and at wrists. Softly shirred front, gored back skirt. French-type rayon crepe. LUX separately. Sizes: 12, 14, 16, 18, 20; see size scale on page 11. State size. Shpg. wt., 1 lb. 8 oz.
♦31 K 5011—Violet ♦31 K 5012—Pine green
♦31 K 5013—Cocoa brown ♦31 K 5014—Navy. \$4.98

Catalog numbers marked ♦ shipped from New York. Order, pay postage from your Sears nearest mail order house. Sears Easy Terms are available, if your order totals \$10 or more. See inside back cover for full details on Sears Easy Payment Plan. Why not include Sears famous *Ann Barton* Cosmetics in your order?





Our Finest Rayon Gabardines

\$8⁹⁸
each



A feather in Sears cap—bringing you, at this price, this superb gabardine that fashion magazines headline, many smart stores prefer, Hollywood designers love to work with. Better? Of course it's better. For everything to make it so is done by the fine house that produces it. Heavier, more costly yarns (40% Teca rayon) for that rich, full, firm-textured feel. The best dyes, most expensive finish have been lavished on it, so that it tailors exceptionally well, doesn't wrinkle easily, the popular Fall colors have great beauty and luster.

- Waistlines, yokes and shoulder seams are taped
- Sleeve bottoms have deep faced and taped hems
- Fine stitching, with 12 to 16 stitches per inch
- All seams pinked. Side seams are pinked, pressed open and 7/8 inches wide to allow for letting out
- Hems taped, blind-stitched, 2-in. deep for altering
- Button holes closely stitched; corners reinforced
- Shoulder pads firmer, hand tacked for smooth fit
- Belts firmly reinforced; belt loops of self fabric

- [D] THE SIDE-BUTTON DRESS**, one of the biggest style successes in years, looks "like a million" when tailored in this luxurious rayon gabardine. Easy-to-wear 7-gore skirt; imitation leather belt; buttoned tab pocket. Dry clean. Sizes: 12, 14, 16, 18, 20; size scale on page 11. *State size*. Shipping wt., 2 lbs.
- | | |
|-------------------|-----------------------|
| ♦31 K 5050—Violet | ♦31 K 5051—Pine green |
| ♦31 K 5052—Gold | Each.....\$8.98 |

- [E] THIS MULTI-STITCHED BUTTON FRONT DRESS** has crisp trimness. Buttoned folds, slope of surplice front create popular wide-shouldered look. Front flared, back gored skirt; big, side-entry pockets. Rayon gabardine. Dry clean. Sizes: 12, 14, 16, 18, 20; size scale on page 11. *State size*. Shipping wt., 2 lbs.
- | | |
|-----------------------|-----------------|
| ♦31 K 5040—Pine green | ♦31 K 5041—Gold |
| ♦31 K 5042—Violet | Each.....\$8.98 |

- [F] THE SADDLE-BAG POCKET DRESS**, becoming button froster, looks new, different through use of these novel pockets and unpressed front pleats. Imitation leather belt slips through pocket tops. Rayon gabardine. Dry clean. Sizes: 10, 12, 14, 16, 18, 20; see size scale on page 11. *State size*. Shipping wt., 2 lbs.
- | | |
|-----------------------|-------------------|
| ♦31 K 5045—Gold | ♦31 K 5046—Violet |
| ♦31 K 5047—Pine green | Each.....\$8.98 |

BOW TRIM CALOT, shown on figure 8. All wool felt. Fits head sizes 21½-22¼. *State color*. Shpg. wt., 14 oz. 78 K 3040—Colors: Kelly green, gold, black. \$2.98

Catalog numbers marked ♦ shipped from New York. Order, pay postage from Sears nearest mail order house. If order totals \$10 or more, *Easy Terms* are available. See inside back cover for complete details.



B

C



C



B

Tebilized

Create Resistant

Rayon Flannel Dresses

\$8.98
each

They're fashioner... The most beautiful fabrics we've ever seen—a credit to the fine mill that produces it. It's rayon, a blend of spun and acetate rayon yarns, that looks like costly English wool flannel. Firm-textured weighty, it responds suckly to the fine tailoring we give it... dyes up in the bright colors Fashion has wanted for Fall Winter. And with the Tebilized finish (patented process increasing resistance to wrinkles), you can count on them to give you the most wear with the least care.

- Waist lines, yokes and shoulder seams are all taped
- Sleeve bottoms have deep, faced and taped hems
- Fine stitching that has 12 to 16 stitches per inch
- All seams pinked. Side seams are pinked, pressed open and are 1/4 inches wide to allow for letting out
- Hems taped, blind stitched, 3-in. deep for lengthening
- Button holes are closely stitched, corners reinforced
- Shoulder pads are firm, hand tacked for smooth fit
- Belts are firmly reinforced, belt loops on self fabric

A THE BUTTON FRONT DRESS with the new, dramatic touch of big, dark buttons down front and on the pockets creates slimming T line. Gored skirt, self belt. Rayon flannel. Dry clean. Sizes: 12, 14, 16, 18. *State size below.* Shipping weight, 1 lb. 8 oz.
 #31 K 5055—Aqua green #31 K 5056—Lemon yellow
 #31 K 5057—Violet Each \$8.98

B THE SURFLEX FLY-FRONT DRESS sports shoulder flaps and tucks for swagger look of a trench coat. Has youth dash. Imitation leather fronted self belt, goared skirt. Rayon flannel. Dry clean. Sizes: 10, 12, 14, 16, 18. *State size below.* Shipping weight, 1 lb. 8 oz.
 #31 K 5060—Aqua green #31 K 5061—Lemon yellow
 #31 K 5062—Violet Each \$8.98

C THE HIN YOKK SHIRTFRONT has the easy comfort you like, with bloused fulness, deep front kick pleat, goared skirt. Imitation leather belt, buttoned, cuffed sleeves. Rayon flannel. Dry clean. Sizes: 12, 14, 16, 18, 20. *State size below.* Shpg. wt., 1 lb. 8 oz.
 #31 K 5065—Lemon yellow #31 K 5066—Aqua green
 #31 K 5067—Violet Each \$8.98

HATS, shown on figures at left. Fine... Fits head sizes 21 1/2-22 1/2. Shipping weight, 1 lb. 8 oz.

How-trim Hat. Turf tan, dk...
 78 K 30 0—State size \$5.98

Half Hat. V... cherry rose, dark brown, black
 78 K 3020—State size \$5.98

MISSIES SIZE SCALE Misses figure has a well developed but youthful bustline... Order your waists as measured.

Order Size	10	12	14	16	18	20	22
Bust	34	35	36 1/2	38	39 1/2	41	43
Waist	24	25 1/2	27	28 1/2	30	32	34
Hip	34	35 1/2	37	38 1/2	40	42	44
Dress length	41	41 1/2	42	42 1/2	43	43 1/2	44

Catalog numbers marked * shipped from New York. Order, pay postage from Sears nearest mail order house. If order totals \$5.00 or more, shipping is free. See inside back cover for Sears Easy Order Plan.





Shining examples of Sears value-giving in fashion. The glam-rogator of sequins on costly Mallinson's "Whirlaway" for two charming evening dresses. Have you ever bought this fabric by the yard? It's a rich Rayon Crepe with a rich hubby texture that does a superb job of showing off a fine figure. Dry clean. Shimmering weight, each, 1 pound 8 ounces.

CLUSTERS OF SEQUINS sparkle on molded bodice of basque dress at left and also define sweetheart neck. Self bows add softness; skirt full in front, zoned in back. Size 10-12.

♦ 31 K 5073—Royal blue

♦ 31 K 5074—Black

♦ 31 K 5075—Gold. Each, cash \$9.98

SEQUIN SPRAY gleams on bodice of two-piece dress at right. Front top molded to figure; gored skirt has slight ripple. Contour Closure. Sizes 10, 12, 14, 16, 18, 20; size scale 1-16.

♦ 31 K 5070—Brown with pastel blue

♦ 31 K 5071—Black with pastel blue

Each, cash \$9.98

Sequins on Mallinson's "Whirlaway" Rayon Crepe

\$9.98

each, cash

On Easy Terms, 1/3 down



Mallinson's Rayon Crepe
2-piece Suit Dresses

\$798
each

Mallinson's Rayon Crepe 2-piece Suit Dresses. Each dress is made of 100% rayon crepe. The dress on the left is in a subtle pattern. The dress on the right is in a solid color with a large brooch. Both dresses are long-sleeved and floor-length. The dresses are available in two colors: black and dove gray. Each dress is priced at \$798.

• **Black** • **Dove gray** Each \$798



De Luxe Casuals in Mallinson's Rayon Twill Tour

\$998

NEW! A new style in Rayon Twill Tour, a casual dress with a touch of elegance. It's a dress that's perfect for the office or for a night out. The Rayon Twill Tour is a dress that's perfect for the office or for a night out. The Rayon Twill Tour is a dress that's perfect for the office or for a night out.

For more information, please contact us at 1-800-828-8282. We'll be happy to help you find the perfect Rayon Twill Tour for you. We'll be happy to help you find the perfect Rayon Twill Tour for you.

Women

This is *your* year. Fashion takes its cue from you, favors the pretty softness you've always liked, found so becoming and youthful. Our women's dresses are styled just that way, without fussiness along basic good lines that flatter the mature figure. Shrewdly placed trims make you look taller, slimmer. Comfortable fit because they're scaled specially for your fuller figure. We've great variety dress-up styles, many versions of the all-purpose shirtrock, ensemble-like suit dresses. Rich colors and plenty of smart black. All of the better fabrics and making that have won our customers fame for lasting good looks with value-wise women.

\$898

Stunzi's "Elissa" rayon crepe Suit Dress for women, half sizes

No. 1 favorite in two-piece suit dresses, in the season's most wanted colors, brought to you at a typical Sears-low price. Has slenderizing flattery all-around, all-season usefulness. Wear it with or without coat, depending on time of year. Rosettes and tucks on jacket add charm... focus attention on your face and away from hips. Double darts front and back, mold jacket to figure. ~~merge into~~ ^{smooth} lines of gored skirt. Close spacing of front gores creates a gentle flare. Contour Closure insures flat placket closing. Beautifully made of ~~Stunzi's~~ "Elissa," a flat even rayon crepe, nationally famed for wear, looks. Dry clean. *State size. Shpg. wt. 1 lb. 8 oz.*

Women's sizes: 34, 36, 38, 40, 42, 44; see size scale below.
 Half sizes: 16½, 18½, 20½, 22½, 24½, 26½; see size scale, page 21.
 ♦3 K 5310—Black ♦31 K 5510—Black
 ♦3 K 53 Purple ♦31 K 5511—Purple
 Each \$8 98 Each \$8 98

Available after July 20th.

Women's size scale for the mature figure. Well-proportioned with waistline slightly larger than Misses. Measure carefully—order exact size for best fit, longer wear.

Order size	34	36	38	40	42	44
If hips are	38½	40½	42½	44½	46½	48½ inches
If waist is	30	32	34	36	38	40 inches
If bust is	34	36	40	42	44	46 inches
Dress length	43	43½	44	44½	45	45½ inches

Larger women's size scale Figure heavier through upper body than Women's. Garments have Sears Trimline styling to flatter you. Measure with care then order your exact size.

Order size	46	48	50	52
If hips are	49½	51½	53½	55 inches
If waist is	42	44	46	48 inches
If bust is	47	49	51	53 inches
Dress length	45½	46	46½	47 inches

Numbers marked ♦ shipped from New York. Order, pay postage from Sears nearest mail order house.



Casual Rayon Dresses

Women's, shorter women's sizes

Sears answer your need for a simple, becoming dress, with this thrifty trio of favorites. Designed to stay in style a long time. Carefully made to wear just as long and longer because they've all these value features: fine stitching, pinked seams, wide seams wide enough to allow letting out, deep, blind stitched hems on sleeve bottoms, taped, bound or double-stitched waistlines, yokes, 2-in. hems for lengthening, reinforced belts, self fabric belt loops, closely stitched button holes. Sears-exclusive Contour Closure placket closing. Shpg. wt., ea., 1 lb. 8 oz.

\$5.98
each

- A THE DEEP V NECK DRESS**, basic in lines. Shirted dickey comes off easily. Gored skirt has front fullness with stitched down, unpressed pleats. Contour Closure placket. Dress dickey of rayon alpaca-type fabric. Dry clean. *Women's sizes: 34, 36, 38, 40, 42, 44, scale, pg. 17. State size*

♦3 K 5325—Black with aqua trim

♦3 K 5326—Cocoa with beige trim.....Each \$5.98

Shorter women's sizes: 16½, 18½, 20½, 22½, 24½, 26½
see size scale on page 22. *State size when ordering*

♦31 K 5525—Black with aqua trim

♦31 K 5526—Cocoa with beige trim.....Each \$5.98

Available after July 20th

- B THE TWO-PRICE EFFECT DRESS**, becoming to all figures, achieves that dressier look with front peplum. White dickey collar is detachable, washable. Soft shirring at shoulders, waist. Gored skirt, full cut for flare, comfort. Contour Closure placket. Of rayon Luana. Dry clean

Women's sizes: 34, 36, 38, 40, 42, 44, scale, pg. 17. State size

♦3 K 5320—Med blue ♦31 K 5321—Cocoa brown. Ea. \$5.98

Shorter women's sizes: 16½, 18½, 20½, 22½, 24½, 26½
see size scale on page 22. *State size when ordering*

♦3 K 5520—Med blue ♦31 K 5521—Cocoa brown. Ea. \$5.98

Available after July 20th

- C THE ROUND YOKK DRESS** has easy to get into button front, which, with buttons around yoke, forms slenderizing T-silhouette. White dickey on cardigan neck, detaches easily for washing. Skirt has back gores, front stitched down, unpressed pleats. Of rayon Luana. Dry clean

Women's sizes: 34, 36, 38, 40, 42, 44, scale, pg. 17. State size

♦31 K 5315—Med blue ♦31 K 5316—Med green. Ea. \$5.98

Shorter women's sizes: 16½, 18½, 20½, 22½, 24½, 26½
see size scale on page 22. *State size when ordering*

♦3 K 5515—Med. blue ♦3 K 5516—Med. green. Ea. \$5.98

Available after July 20th

HATS shown on figures B and C. Both styles made of all wool felt. *State color*. Shipping weight, each, 1 lb.

D Pleated-ruffle sailor to fit head sizes 21½-23

78 K 3970—Colors: Black, dk brown, red, slate blue. \$2.98

E Brimmed casual to fit head sizes 21½-23

78 K 4000—Colors: Black, dark brown, red.....\$2.49

Catalog numbers marked ♦ shipped from New York. Order and pay postage from Sears nearest mail order house. Easy Terms available if order totals \$10 or more. see inside cover for complete information

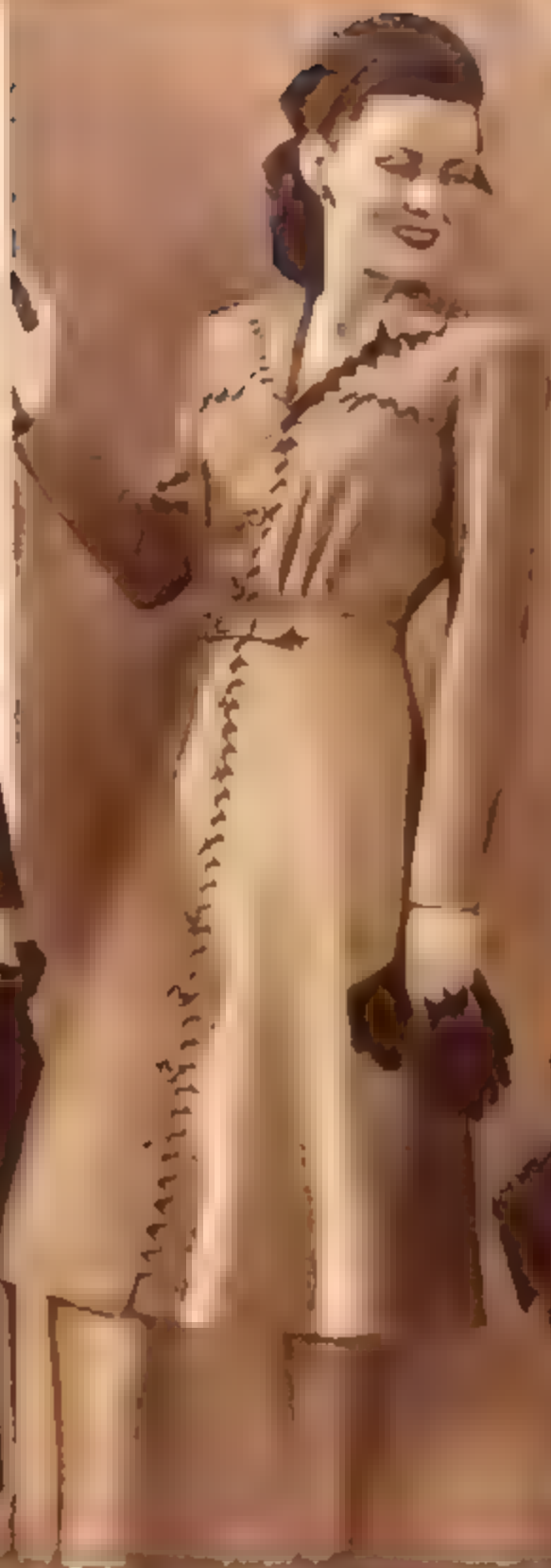




C



A) RAYON VELVET \$9.98



B) PACIFIC'S ALL WOOL CREPE \$9.98



C) MALLINSON'S CAVALCADE \$7.98

Our fine quality Dresses for women, shorter women

Women's sizes 34, 36, 38, 40, 42, 44 size
scale, page 17. Shorter women's size
16½, 18½, 20½, 22½, 24½, 26½ size
scale, page 22. Shpg. wt., ea., 1 lb. 8 oz.

A RAYON VELVET transparent, for best, in your favorite shortfrock style. Luxury you can afford at a Sears-low price. Shirting, see-braid trim at shoulders add height. Roll collar with dazzle buttons continue tapering line, slim you. Gored skirt full in front. Dry clean. Sizes 14-44. State size.
♦ 31 K 5330—Black
Sizes 16½-26½. State size.
♦ 31 K 5530—Black
On Easy Terms, ½ down.
Each, cash.....\$9.98

B) PACIFIC'S ALL WOOL CREPE button front dress. Smart with or without coat. Saw tooth trimmed front, tabs give this classic a dress-up air. Gored skirt. Dry clean. Sizes 34-44. State size.
♦ 31 K 5333—Purple
♦ 31 K 5334—Pearl gray
♦ 31 K 5335—Aqua green
Sizes 16½-26½. State size.
♦ 31 K 5533—Purple
♦ 31 K 5534—Pearl gray
♦ 31 K 5535—Aqua green
On Easy Terms, ½ down.
Each, cash.....\$9.98

C) MALLINSON'S 'CAVALCADE', a good quality rib like rayon, in year round V-neck dress. Contrasting pastel yoke, and rich embroidery trim outlining it light up your face, make bust look smaller. All-around gored skirt hangs well, slenderness. Dry clean.
Sizes 34-44. State size.
♦ 31 K 5337—Black with pastel blue yoke .. \$7.98
Sizes 16½-26½. State size.
♦ 31 K 5537—Black with pastel blue yoke .. \$7.98



A BUTTON FRONT DRESS

B BASIC V-NECK DRESS

C SUIT-EFFECT DRESS

A BUTTON FRONT dress you can slip into without mussing hair. Clover trim festooned around buttons, collar gives thinning up-and-down look. Front pleats inverted back pleat give ease to skirt, add to slimming effect. Of Luana rayon. Dry clean. Sizes: 34, 36, 38, 40, 42, 44, 46, 48; size scales, page 17. *State size.* Shipping weight, 1 pound 8 ounces.

• 31 K 5344—Med. green
• 31 K 5345—Med. blue
Each \$4 98

B BASIC V-NECK dress flatters all sizes, is right for all occasions. That's why we want for you in long-lasting rayon alpaca type fabric in Fall-Winter colors. Scalops. rayon ribbon, flower trim soften neckline. Easy hang to gored skirt. Dry clean. Sizes: 34, 36, 38, 40, 42, 44, 46, 48, size scales on page 17. *State size.* Shipping weight, 1 pound 8 ounces.

• 31 K 5346—Black
• 31 K 5349—Rosewine
Each \$4 98

C SUIT - EFFECT DRESS has all-around peplum for youthful 2 piece look. Front pleated, back gored skirt. Jacket effect of rayon, skirt and bodice trim of polka dotted French-type rayon crepe. Dry clean. Sizes: 34, 36, 38, 40, 42, 44, 46, 48, size scales on page 17. *State size.* Shpg. wt., 1 lb. 8 oz.

• 31 K 5340—Navy with navy-and-white dots
• 31 K 5341—Black with black-and-white dots
Each \$4 98

All-purpose Favorites in
rayon, sizes 34 to 48

\$4⁹⁸
each

Wools or Rayons in Half Sizes

If you're 5 feet 3 inches or under, Sears Half Sizes are for you. Scientifically proportioned to fit right the minute you put them on . . . without cost and bother of alterations. They're cleverly designed to make you look taller, slimmer. Young, basic lines picked with your shorter figure in mind and shrewd use of trims are the reason. Sizes: 14½, 15½, 16½, 17½, 18½, 19½, 20½, 21½, 22½, 23½, 24½, 25½; scale below Shpg. wt., ea., 1 lb. 8 oz.

- A** MALLINSON'S "WHIRLAWAY," a fine rayon crepe, in front-tucked dress that has slimming charm. Youthful square neck self bowed. Tucks create front skirt fullness, back gored. Dry clean. Sizes: 14½-26½. State rise
 ♦31 K 5546—Black
 ♦31 K 5547—Aqua Each \$8.98

- B** PACIFIC'S ALL WOOL CREPE for a colorful flower-trim dress that's dreamy and warm. Surplice style creates illusion of height. Tuck-trimmed waist, pockets. Double buckled belt tops gored skirt. Dry clean. Sizes: 14½-26½. State rise
 ♦31 K 5540—Purple ♦31 K 5541—Cherry rose
 ½ down on Easy Terms Each cash \$9.98

Dresses described below, shown on opposite page

- C** RAYON GABARDINE SHIRTFROCK with T-line button trim on pockets, skirt to make you look taller. Fly front bodice button front skirt. Imitation leather on self belt. Dry clean. Sizes: 14½-26½. State rise
 ♦31 K 5550—Violet ♦31 K 5551—Coral red
 ♦31 K 5552—Beige Each \$5.98

- D** EMBROIDERY ON RAYON CREPE adds richness to your favorite, all-purpose shirtrock. Skirt soft in front with unpressed pleats, gored in back. Self belt. Dry clean. Sizes: 14½-26½. State rise
 ♦31 K 5543—Black ♦31 K 5544—Brown. Ea. \$6.98

- E** FINE RAYON SUIT DRESS with white scroll embroidery around shawl collar, patch pockets. Jacket smoothly dart fitted. Gored skirt has kick pleat in front. Dry clean. Sizes: 14½-26½. State rise
 ♦31 K 5554—Cocoa brown
 ♦31 K 5555—Navy Each \$5.98
 Available after July 29th

- F** SURPLICE JUMPER in spun rayon with button front skirt, back gored, front unpressed pleats. Fullness under shoulder yoke. Hand wash separately in LUX. Sizes: 14½-26½. State rise. Blouse not included.
 ♦3 K 5563—Cocoa brown
 ♦31 K 5564—Medium blue. Jumper only Each \$3.49

- G** TAILORED RAYON GABARDINE with bib yoke and fly effect front, has easy comfort for all day wear. Dramatic button on bodice; double stitching outlines yoke, 2 pockets on back gored skirt. Dry clean. Sizes: 14½-26½. State rise
 ♦3 K 5557—Cocoa brown
 ♦31 K 5558—Aqua blue. Each . . . \$5.98

- H** STOCKED SPUN RAYON SHIRTFROCK with casual softness so becoming to all, so suitable for noon-to-night. Skirt flatters hips with front unpressed pleats, back gored. Dry clean. Sizes: 14½-26½. State rise
 ♦3 K 5560—Soldier blue
 ♦31 K 5561—Rosewine Each . . . \$3.98

HALF SIZE SCALE for the slightly shorter, slightly fuller figure. Measure carefully. When order, omit size.

Order size	14½	16½	18½	20½	22½	24½	26½
If hips are	38	40	42	44	46	47½	49 in.
If waist is	29	31	33	35	37	39	41 in.
If bust is	35	37	39	41	43	45	47 in.
Dress length is	41½	42	42½	42½	43	43½	44 in.

Catalog numbers marked ♦ are shipped from New York. Order and pay postage from Sears nearest mail order house. Easy Terms are available if your order totals \$10 or more—see inside cover for full details.

B PACIFIC'S WOOL CREPE \$9.98 **A** MALLINSON'S RAYON "WHIRLAWAY" \$8.98

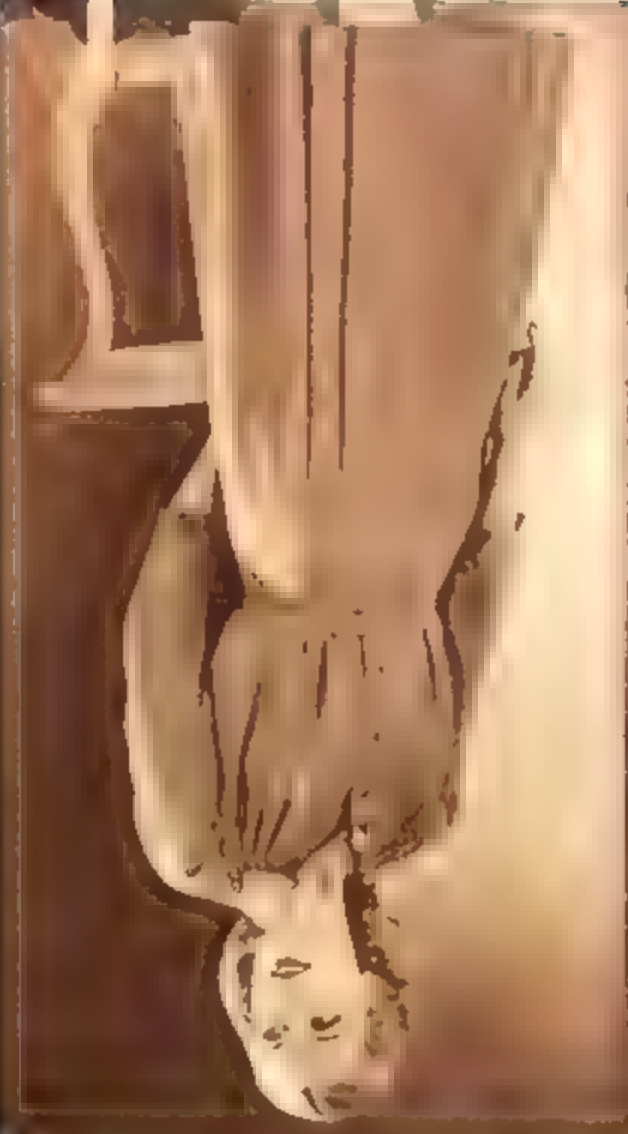
F S K LIT J MIER \$3.49



G I V E R E L K A Y F A R B A R D I N E \$5.98



H S M N K A Y I N S H I R T P R O C E S S \$3.98



E K A Y I N F A R B A R D I N E C L A S S I C \$5.98



D F A R B I D E R E L D K A Y O N C A S I D \$6.98



F F I N E R A Y O N S O F T D A E S \$5.98





Frankly's Rayon "Frostspun" in dressed-up casual styles

*Frankly's
Frostspun*
rayon dresses

Clever trims give this foursome a different air, a certain sparkle. Frankly's "Frostspun" white-backed spun rayon gives them softness that stands up to wear. Dry clean. Hang wt. each, 1 lb. 8 oz.

\$3.98
each

WHITE BOW ATLEE—Light up bouée patchwork, to give dress gaiety. Easy front with tucked gored skirt. See full sizes 10, 12, 14, 16, 18 scale on page 11.
♦ 31 K 5 4 Medium blue
♦ 31 K 5 4 Cream white
♦ 31 K 5 6 Pine green
Size 12, each \$3.98

BLACK EMBROIDERY—and can neck pockets at front and dress front. Back pleated skirt set in. See full sizes 10, 12, 14, 16, 18 scale on page 11.
♦ 31 K 5 6 Navy
♦ 31 K 5 6 Pine green
♦ 31 K 5 6 White
Size 12, each \$3.98

NAVY STRIPS CREAM—in color and pocket of becoming classic fly front dress. Well cut gored skirt with belt. Sizes 10, 12, 14, 16, 18 scale on page 11.
♦ 31 K 5 4 Navy
♦ 31 K 5 4 Medium blue
♦ 31 K 5 2 Pine green
Size 12, each \$3.98

NAVY LUSTER sets off round neckline and belt. Folds give shoulder width front pleated gored skirt. Sizes 10, 12, 14, 16, 18, size scale on page 11.
♦ 31 K 5 22 Medium blue
♦ 31 K 5 23 Coral red
♦ 31 K 5 24 Pine green
Size 12, each \$3.98



LUXABLE dresses of "Super-Charmalac", Charmettized for wear



Charmette's new even-weave fabric, Super-Charmalac, has a woolly warmth because it's part Aramac (part rayon Charmettized) so it has a maximum shrinkage of only 2%. Hand washable separately in Luk. Shpg. wt., ea., 1 lb. 8 oz.

\$3.98
each

FLY FRONT EFFECT DRESS (100% rayon) with bow tie, buckles, and smocking. Machine washable. Front and back gored skirt. Sizes 10-16. K 5127, size scale on pg. 1.
 ♦3 K 5126—Coral red
 ♦3 K 5127—Medium blue
 ♦31 K 5128—Gray
 State size. Each \$3.98

SIDE BUTTON JUMPER with emerald green at neck pockets. Front gathered, back red skirt. Sizes 10-16. K 5139, size scale on page 1. Blouse not included.
 ♦3 K 5139—Pine green
 ♦3 K 5140—Navy
 ♦31 K 5141—Coral red
 State size. Jumper only \$3.98

SWEETHEART for all purpose wear with set in waist and trap-up pressed pleats, back gored skirt. Buttons to waist. Sizes 10-16. K 5135, size scale page 1.
 ♦3 K 5135—Vivid
 ♦3 K 5136—Melon rose
 ♦31 K 5137—Gold
 State size. Each \$3.98

2 PLEAT SKIRT DRESS with white and red edging around collar, gay neck down front, in pockets, or contrast colored skirt. Sizes 10-16. K 5130, size scale page 1.
 ♦3 K 5130—Cocoa brown
 ♦31 K 5131—Aqua
 ♦31 K 5132—Violet
 State size. Each \$3.98

If you're assembling a wardrobe and order \$25 or more, Easy Terms available. See inside back cover for full story.

ALL PAGE 25 DRESSES



Misses' Luxable Spun Rayon, Part Rayon Dresses \$3⁴⁹

1. Dark rayon dress with short sleeves, belted at waist, full skirt. Hand wash in lukewarm water. \$3.49
 2. Light rayon dress with short sleeves, belted at waist, full skirt. Hand wash in lukewarm water. \$3.49
 3. Dark rayon dress with short sleeves, belted at waist, full skirt. Hand wash in lukewarm water. \$3.49

4. Light rayon dress with short sleeves, belted at waist, full skirt. Hand wash in lukewarm water. \$3.49
 5. Dark rayon dress with short sleeves, belted at waist, full skirt. Hand wash in lukewarm water. \$3.49
 6. Light rayon dress with short sleeves, belted at waist, full skirt. Hand wash in lukewarm water. \$3.49

7. Dark rayon dress with short sleeves, belted at waist, full skirt. Hand wash in lukewarm water. \$3.49
 8. Light rayon dress with short sleeves, belted at waist, full skirt. Hand wash in lukewarm water. \$3.49
 9. Dark rayon dress with short sleeves, belted at waist, full skirt. Hand wash in lukewarm water. \$3.49

10. Light rayon dress with short sleeves, belted at waist, full skirt. Hand wash in lukewarm water. \$3.49
 11. Dark rayon dress with short sleeves, belted at waist, full skirt. Hand wash in lukewarm water. \$3.49
 12. Light rayon dress with short sleeves, belted at waist, full skirt. Hand wash in lukewarm water. \$3.49



Luxable Rayon-and-Cotton Favorites in misses sizes **\$3⁴⁹**
each

BOTTOM FRONT dress has dark buttons, binding, monogram-effect trim for neat-as-a-pin look. Unpressed front pleated, back gored skirt. Rayon-and-cotton. Hand wash in Lux separately. Sizes: 12, 14, 16, 18, 20, scale on page 11. *State size.* Shpg. wt., 1 lb. 8 oz.
♦ 31 K 5158—Beige
♦ 31 K 5159—Aqua Ea. \$3.49

BASQUE DIERDL with white embroidery around neck, pockets. Tie back sash makes for sleek waist fit, trim look. Full gathered skirt. Rayon-and-cotton. Hand wash in Lux separately. Sizes: 10, 12, 14, 16, 18, size scale on page 11. *State size.* Shpg. wt., 1 lb. 8 oz.
♦ 31 K 5162—Red
♦ 31 K 5163—Aqua
♦ 31 K 5164—Med. blue. Each \$3.49

SURPLICK FLY FRONT-effect dress in colorful print that knows no season. Front gathered, back gored skirt. Rayon-and-cotton. Hand wash in Lux separately. Sizes: 12, 14, 16, 18, 20, size scale, page 11. *State size.* Shpg. wt., 1 lb. 8 oz.
♦ 31 K 5165—Cocoa brown ground
♦ 31 K 5166—Medium green ground
♦ 31 K 5167—Medium blue ground
Each \$3.49

CLASSIC FLY FRONT-effect dress has festive white embroidery to make it right for noon-to-night wear. Front gathered, back gored skirt. Rayon-and-cotton. Hand wash in Lux separately. Sizes: 12, 14, 16, 18, 20, scale, page 11. *State size.* Shpg. wt., 1 lb. 8 oz.
♦ 31 K 5168—Violet
♦ 31 K 5169—Medium green
♦ 31 K 5170—Cocoa brown \$3.49

If order totals \$10 or more, Easy Terms available. See inside back cover for details.



Luxable Spun Rayons for women, sizes 34 to 52

\$3⁹⁸
each
Size 34 to 44

and **\$4⁴⁹**
each
Size 46 to 52

BUBBLE-SHIBBED POCKETS give shirt frock a dressy air. Skirt has unpressed front pleats, back gores. Rayon crepe. Hand wash separately in Lux. Shpg wt., 1 lb. 8 oz.
Women's sizes 34, 36, 38, 40, 42, 44. Scale on page 17. State size.
#31 K 5371—Med. green ground.
#31 K 5372—Cocoa brown ground.
#31 K 5373—Med. blue. Ea \$3.98.
Larger women's sizes 46, 48, 50, 52. Scale on page 17. State size.
#31 K 5374—Med. green ground.
#31 K 5375—Cocoa brown ground.
#31 K 5376—Med. blue. Ea \$4.49.

BUTTON FRONT DRESS with white collar. Tie-front set in waistband. Front pleated, back gores. Rayon. Spun rayon. L. X. separately. Shpg. wt., 1 lb. 8 oz.
Women's sizes 34, 36, 38, 40, 42, 44. Scale on page 17. State size.
#31 K 5365—Med. green ground.
#31 K 5366—Med. green ground.
#31 K 5367—Med. blue ground.
Larger women's sizes 46, 48, 50, 52. Scale on page 17. State size.
#31 K 5368—Med. green ground.
#31 K 5369—Med. green ground.
#31 K 5370—Med. blue ground. Ea \$4.49.

HIGH-PLACED POCKETS with dark buttons create a shimmering T line on trim. Smart shirt frock. Easy care. Skirt is pleated in front, gores in back. Spun rayon. Hand wash separately in Lux. Shpg. wt., 1 lb. 8 oz.
Women's sizes 34, 36, 38, 40, 42, 44. Scale on page 17. State size.
#31 K 5351—Cadet blue.
#31 K 5352—Rosewine. Ea \$3.98.
Larger women's sizes 46, 48, 50, 52. Scale on page 17. State size.
#31 K 5353—Cadet blue.
#31 K 5354—Rosewine. Ea \$4.49.

CARDIGAN NECKLINE shirt frock with detachable white collar, 3 round buttons loose to belt. Flared skirt is gores all around. Spun rayon. Hand wash separately in Lux. Take-off collar before washing. Shpg. weight, 1 lb. 8 oz.
Women's sizes 34, 36, 38, 40, 42, 44. Scale on page 17. State size.
#31 K 5359—Cocoa brown.
#31 K 5360—Pearlgray. Ea \$3.98.
Larger women's sizes 46, 48, 50, 52. Scale on page 17. State size.
#31 K 5362—Cocoa brown.
#31 K 5363—Pearlgray. Ea \$4.49.

Catalog numbers marked * shipped from New York. Order day postage from Sears nearest major city house.



Everyday LUXable Rayon-and-Cotton Dresses, sizes 34 to 52 ^{\$3}₄₉ each

SCALLOPED TUCK button front dress you slip into easily. Trim-fit, all-around gored skirt. Rayon and-cotton. Hand wash separately in LUX. Shpg. wt., 1 lb. 8 oz.

Women's sizes: 34, 36, 38, 40, 42, 44; scale on page 17. *State size*
 *31 K 5392—Med. blue ground
 *31 K 5393—Med. green ground
 *31 K 5394—Rose grd. Ea. \$3.49

Larger women's sizes: 46, 48, 50, 52; scale on page 17. *State size*
 *31 K 5395—Med. blue ground
 *31 K 5396—Med. green ground
 *31 K 5397—Rose grd. Ea. \$3.49

CORN DOY button front dress. Patch pockets on bodice, loose tie belt. Front pleated, back gored skirt. Rayon-and-cotton. Lux separately. Shpg. wt., 1 lb. 8 oz.

Women's sizes: 34, 36, 38, 40, 42, 44; scale on page 17. *State size*
 *31 K 5380—Cocoa brown ground
 *31 K 5381—Med. green ground
 *31 K 5382—Navy grd. Ea. \$3.49

Larger women's sizes: 46, 48, 50, 52; scale on page 17. *State size*
 *31 K 5383—Cocoa brown ground
 *31 K 5384—Med. green ground
 *31 K 5385—Navy grd. Ea. \$3.49

SCALLOPED COLLAR adds softness to floral print shirtrock. Gored skirt, loose tie belt. Rayon-and-cotton. Hand wash separately in LUX. Shipping weight, 1 lb. 8 oz.

Women's sizes: 34, 36, 38, 40, 42, 44; scale on page 17. *State size*
 *31 K 5405—Aqua ground
 *31 K 5406—Cocoa brown grd
 *31 K 5407—Rose grd. Ea. \$3.49

Larger women's sizes: 46, 48, 50, 52; scale on page 17. *State size*
 *31 K 5408—Aqua ground
 *31 K 5409—Cocoa brown grd
 *31 K 5410—Rose grd. Ea. \$3.49

TUCKED BOSOM, contrasting whip-stitching and buttons, add zest to all-occasion shirtrock. Stitched down front pleats fan out for freedom on back gored skirt. Tie belt. Rayon and-cotton. Lux separately. Shpg. wt., 1 lb. 8 oz.

Women's sizes: 34, 36, 38, 40, 42, 44; scale on page 17. *State size*
 *31 K 5386—Aqua
 *31 K 5387—Med. rose. Ea. \$3.49

Larger women's sizes: 46, 48, 50, 52; scale on page 17. *State size*
 *31 K 5388—Aqua
 *31 K 5390—Med. rose. Ea. \$3.49

Why not pick your wardrobe for an entire season at one time? Easy Terms available if order totals \$10 or more . . . see inside back cover



A RAYON ALPACA-TYPE FABRIC \$5.98



B RAYON ALPACA-TYPE FABRIC \$6.98



C SPUN RAYON BUTTON FRONT \$4.98



D WASHABLE FLORAL PERCALE \$2.19

Gracious Lady Fall-Winter Wardrobe

GRACIOUS LADY dresses are conservatively styled, cut longer for size, refer to Women's size scales on page 17
 Sizes..... 34 36 38 40 42 44 46 48 50 52
 Dress length 43 43½ 44 44½ 47 47½ 48 48½ 49 49½ in.

- A** Surplice dress of rayon alpaca-type fabric. Contrast trim, detachable white dickey. Unpressed front pleats on gored skirt. Dry clean. Sizes 34, 36, 38, 40, 42, 44, 46. State size. Shipg. wt., ea. h. 1 lb. 8 oz.
 • 31K 5575—Pine green • 31K 5576—Navy. Ea. \$5.98

- B** Ruffled shirtrock of rayon alpaca type fabric. Shoulder darts for bust fullness. Front pleated, back gored skirt. Dry clean. Sizes 34, 36, 38, 40, 42, 44, 46. State size. Shipg. wt., each, 1 lb. 8 oz.
 • 31K 5577—Soldier blue • 31K 5578—Black. Ea. \$6.98

- C** Button front dress of spun rayon. Detachable dickey. Front pleated, gored skirt darters hips. Hand wash in Lix separately. Sizes 34, 36, 38, 40, 42, 44, 46. State page 17. State size. Shipg. wt., 1 lb. 8 oz.
 • 31K 5579—Navy plaid. Ea. \$4.98

- D** Floral percale shirtrock with convertible neckline. Buttons to waist, front pleated, back gored skirt. Washable. Sizes 34, 36, 38, 40, 42, 44, 46, 48, 50, 52. State size. Shipg. weight, 1 lb.
 47 K 1794—Navy ground print
 47 K 1795—Black ground print. Each \$2.19

- E** Rayon and cotton shirtrock. Tucks, buttons at shoulder, and front pleated, back gored skirt. Washable. Sizes 34, 36, 38, 40, 42, 44, 46. State page 17. State size. Shipg. wt., 1 lb. 8 oz.
 • 31K 5581—Navy ground print
 • 31K 5582—Black ground print. Each \$3.49



E FLORAL RAYON AND COTTON \$3.49

Juniors

Some of you are called Miss, some Mrs but you're all young in outlook as well as looks—with that attractive figure known as Junior Size. A bit shorter, bust slightly higher, waist slimmer. So Sears size-and style experts do a sparkling series of dresses specially designed and scaled to play up your pretty petiteness—to fit right without cost or bother of alterations. All the fashion headlines are here on the next four pages, for campus, office or date shift. All are priced to show again how little it costs to get a whole wardrobe and be well-dressed when you order your clothes by mail at Sears.

\$9.98

cash

On Easy Terms, 1/3 down

Botany's Virgin Wool Flannel

100% virgin wool

*Botany
Flannel*

100% virgin wool

TALON SLIDE FASTENER UP side opening to give this scalloped dress smooth fit. Botany's flannel, every thread pure new wool of rich warmth, has just the softness to show off a sleek

silhouette, to drape gently. Takes light colors beautifully. Dress itself has simplicity of your pet shirtrock. Scallops circling front sleeves, peg pockets, make it dressy enough to do a quick-change act from desk to date. Belt, set in at back, ties in front. Skirt gored in back, gathered in front. Dry clean. Sizes: 9, 11, 13, 15, 17, size scale below. *State size.* Shpg. wt., each, 1 lb. 8 oz. #31 K 5200—Violet #3 K 5201—Gold #31 K 5202—Aqua Each, cash \$9.98

Juniors' Size Scale Figure slightly shorter than Misses, but higher waistline. Measure carefully, then order size closest to your measurement.

Order Size	9	11	13	15	17
It tops arm	33	34½	36	37½	39
It waist in	23½	24½	26	27½	29
It bust	31½	32½	34	35½	37
Dress length	39½	40½	41	41½	42

Catalog numbers marked * shipped from New York. Order, pay postage from S. nearest mail order house. Easy Terms available if order totals \$10 or more. See back cover for complete information.

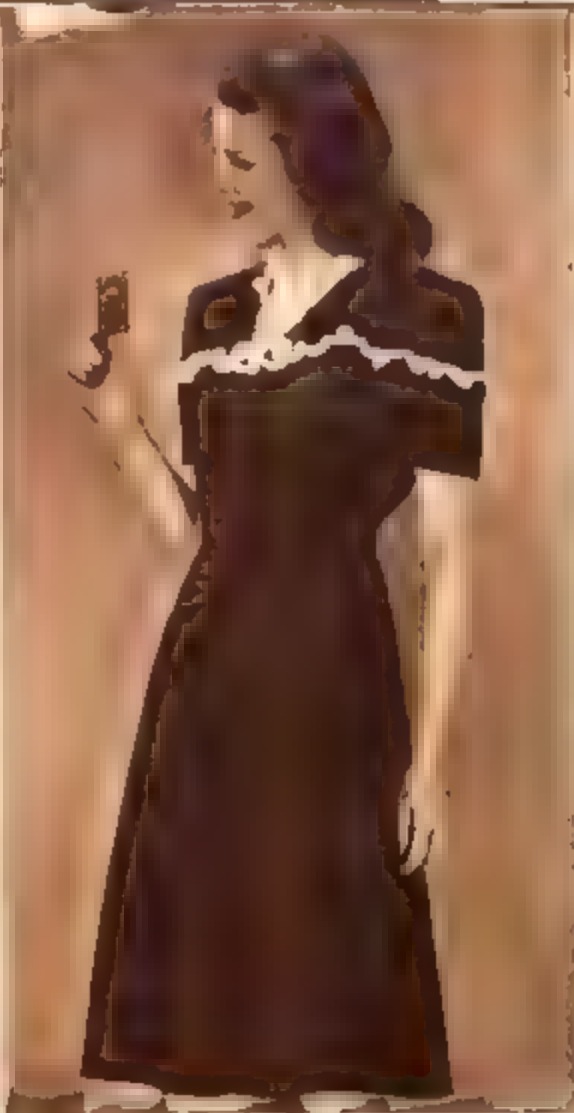


Dress-up styles

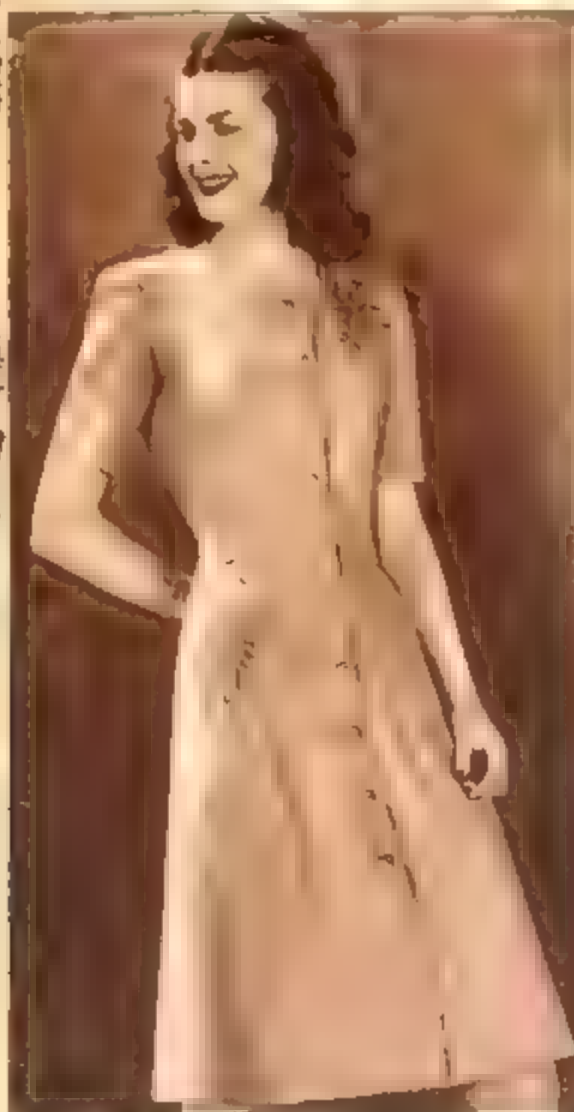
Figure-flatterers Juniors
wear gaily by day, by night



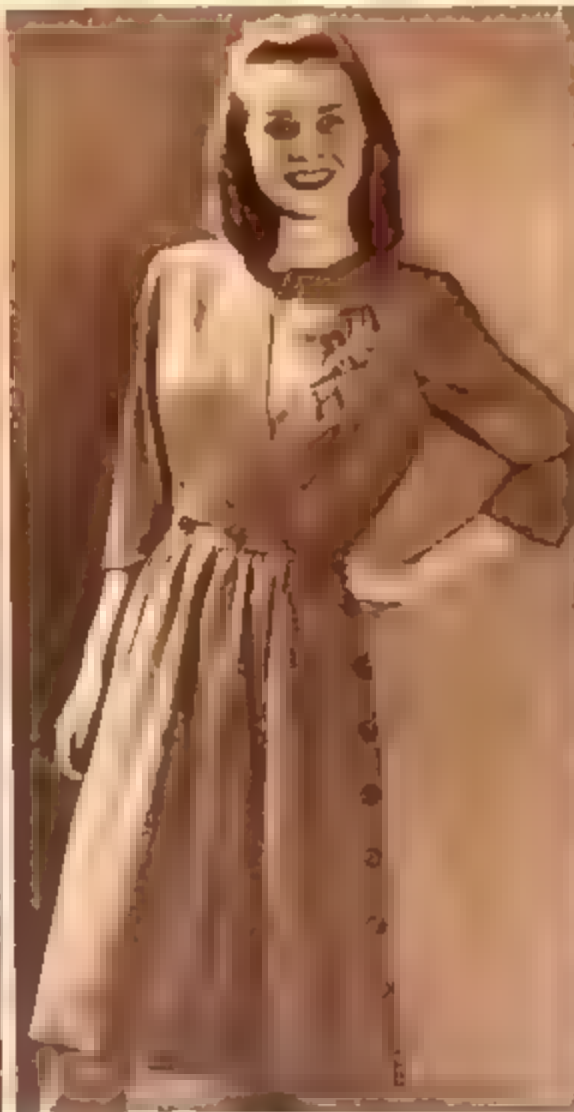
B FINE QUALITY RAYON CREPE \$6.98



A TRANSPARENT RAYON VELVET \$9.98



D WHITE AND LIGHT RAYON FLANNEL \$8.98



C TEBILIZED RAYON GABARDINE \$6.98

A Transparent rayon velvet lives up to your most festive "big moments" with its shimmering loveliness. Ours has the added flattery of white lace ruffles to create a bertha effect and lustrous pearl-like buttons at neck. Soft shirring down front, on bodice and skirt, make for figure-following lines. Back of skirt gored. Dry clean. Sizes: 9, 11, 13, 15, 17, scale, pg. 28C. State size #31 K 5205—Black Shpg wt., 1 lb. 8 oz. Easy Terms, $\frac{1}{4}$ down; cash ...\$9.98

B Ruffles and bows for a dress soft and sweet enough to go anywhere at night yet so simple you can wear it by day. Bodice darts mold your waist. Skirt gathered in front, gored in back—hangs well when dancing. Of fine quality rayon crepe. Dry clean. Sizes: 9, 11, 13, 15, 17; size scale, page 28C. State size Shipping wt., 1 lb. 8 oz. #31 K 5207—Violet
#31 K 5208—Black
#31 K 5209—Aqua blue Each \$6.98

C Surplice-side button dress, crisply multi-stitched, trimly embroidered. Easy to slip into. So comfortable for work or fun. Set in belt, front gathered and gored skirt. Of Tebilized rayon gabardine specially treated for crease resistance. Dry clean. Sizes: 9, 11, 13, 15, 17; scale, page 28C. State size Shipping weight, 1 lb. 8 oz. #31 K 52 4—Coral red
#31 K 52 5—Aqua blue
#31 K 52 6—Beige Each \$6.98

D White and light colors in crease-resistant rayon flannel—fashion's new Fall-Winter note. Flowers embroidered on bodice and skirt of princess dress. Tucks and darts accent your curves. Note clever back treatment created by spacing of gores. Dry clean. Sizes: 9, 11, 13, 15, 17, scale, page 28C. State size. Shpg wt., 1 lb. 8 oz. #31 K 5210—Cherry rose
#31 K 5211—Aqua green
#31 K 5212—White ... Each \$8.98



Actual colors: Aqua blue, Coral red, Beige shown on pages 1 and 3, Cherry rose on page 5; Violet on page 8

Catalog numbers marked + shipped from New York. Order, pay postage from Sears nearest mail order house

for Juniors

Personality-plus fashions in
rayons at Sears low prices

- A** Side-button dress everybody likes, cut along princess lines to suit your petite figure and give it the figure flattery you want. White embroidery encircles high round neck, covers patch pockets. Self belt. Of rayon Luana. Dry clean. Sizes: 9, 11, 13, 15, 17; scale, pg. 28C. State size. Shpg. wt., 1 lb. 8 oz. ♦31 K 522 -Medium green, white trim ♦31 K 5222-Red with white trim Each..... \$4.98

- B** Surplice jumper banded back, front to waist, around pockets. 2-button closing on set-in waistband. Front shirred, back gored skirt. Of Teblized rayon gabardine, treated to resist creases. Dry clean. Sizes: 9, 11, 13, 15, 17; scale, pg. 28C. State size. Shpg. wt., 1 lb. 8 oz. Blouse not included ♦31 K 5218-Coral red with navy ♦31 K 5219-Aqua blue with brown ♦31 K 5220-Cocoa brown with beige Each..... jumper only \$4.98

- C** White scroll embroidery fronts bodice of dandi-effect dress for style interest. Gives it dress-up air that's not too much so for office, is smart for dates. Slash-pocketed, front full skirt. Of spun rayon. Dry clean. Sizes: 9, 11, 13, 15, 17; see size scale on page 28C. State size. Shipping weight, 1 pound 8 ounces. ♦31 K 5224-Aqua blue with white trim ♦31 K 5225-Cocoa brown with white trim Each..... \$3.98

- D** Felt flowers bloom colorfully on front midriff insert of your favorite shirt frock, for fashion brightness. Surplice front makes you look taller. Tie-back sashes for perfection of waistline fit. Front pleated, back gored skirt. Of spun rayon. Dry clean. Sizes: 9, 11, 13, 15, 17; scale, page 28C. State size. Shipping weight, 1 pound 8 ounces. ♦31 K 5227-Rose ♦31 K 5228-Green . . . Each \$3.49

When planning your wardrobe, remember Easy Terms available if order is \$10 or more. See inside back cover for details of Sears Easy Payment Plan



A EMBROIDERED RAYON LUANA \$4.98



B RAYON GABARDINE JUMPER \$4.98



C SCROLL TRIM SPUN RAYON \$3.98



D FELT FLOWERED SPUN RAYON \$3.49



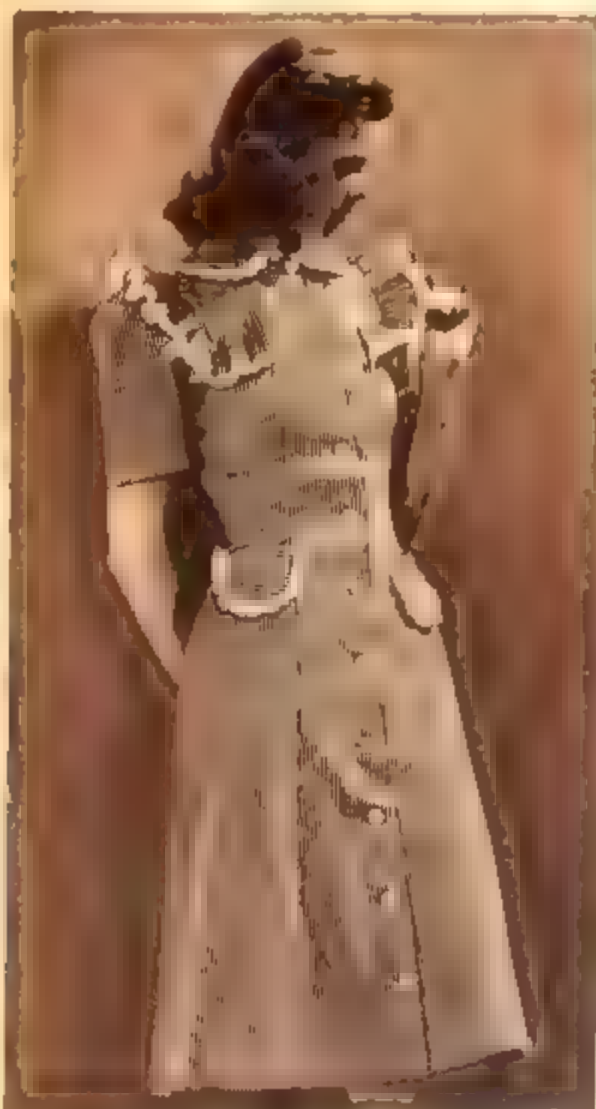
A BORDER PRINT TWO-PIECE \$3.98



B SEERSUCKER PINAFORE DRESS \$4.98



C CHECKED CHESTERFIELD \$2.98



D SEERSUCKER BUTTON-FRONT \$4.98

Junior Luxables

Sprightly cottons; part rayons

A BORDER PRINT TWO-PIECE DRESS molds to torso. Basque top has two pockets; side button closing. Yoked, all-around pleated skirt. Of rayon and cotton. Hand wash in lukewarm water. Sizes 9, 11, 13, 15, 17. Size scale, page 28C. State size. Shpg. wt. 1 lb. 8 oz. #27 K 8446—Red ground print. #27 K 8447—Copen ground print. Each \$3.98

B SEERSUCKER PINAFORE DRESS eyelet edged butternut ruffles back, front. Buttons to waist in back. Dirndl skirt, tie-back belt. Printed striped seersucker. Hand washable; no ironing. Sizes 9, 11, 13, 15 only. Scale, pg. 28c. State size. Shpg. wt. 1 lb. #27 K 8441—Red and white stripes. #27 K 8442—Copen blue and white stripes. Ea. \$4.98

C CHECKED CHESTERFIELD, princess line version of your favorite style, with black collar. Fly front to below waist; buckles back belt. Better quality cotton-satin. Hand wash in lukewarm water. Sizes 9, 11, 13, 15, 17. Scale, pg. 28C. State size. Shpg. wt. 1 lb. #27 K 8451—Black and white checks. . . \$2.98

D SEERSUCKER BUTTON-FRONT princess style, with juicy white eyelet edged ruffles on yoke-effect. Peter Pan collar, pockets. Printed striped seersucker; no ironing. Hand washable. Sizes 9, 11, 13, 15 only. Scale, pg. 28c. State size. Shpg. wt. 1 lb. #27 K 8443—Red and white stripes. #27 K 8444—Green and white stripes. #27 K 8445—Brown and white stripes. . . \$4.98

E BASQUE DIRNDL DRESS full skirted, with smart play of stripes for flattering lines. Better quality striped cotton. Hand washable. Sizes 9, 11, 13, 15 only. Size scale, page 28C. State size. Shpg. wt. 1 lb. #27 K 8448—Green and white stripes. #27 K 8449—Red and white stripes. \$2.84



E BASQUE DIRNDL DRESS \$2.84



Kerrybrooke
the store the trademark

Cotton Shirtfrock in famous Lonsdale Cord

\$3.98
 each

Some styles are so good, so well liked, they go on year after year. This dress is one of them—a featured favorite at Sears for the last several years. A cotton choice of America's most discriminating women. So comfortable, so becoming it looks well on any age, it flatters women who fit in every minor. Of such good quality it can be worn and laundered for many seasons. The fabric is the famous Lonsdale Cord, a fine corded chambray with stripes woven in—product of the century-old Lonsdale Mill at Providence, Rhode Island. Tailored to Sears own specifications, listed below.

- Easiness under back yoke adds to comfort
- Carefully finished with neatly pressed seams
- Fresh water-repellent buttons are closely spaced
- We can assure you it will wear better than
- Fine, careful stitching throughout dress
- Hem overcast 7/8" wide for lengthening
- Preshrunk fabric, residual shrinkage not more than 1%, assures correct fit always

KERRYBROOKE SHIRTFROCK—becoming classic you like more the longer you wear it. Easy to put on, easy to iron with pin ga. button front. Pleats on front bodice and skirt back. Gores, roomy pockets. Our best quality chambray wash and fast dries. 2, 4, 6, & 20 size scale on page 11. Same size Shag w. 11.

- ♦ 27 K 80 12-Corn and white
- ♦ 27 K 80 3-Rose and white
- ♦ 27 K 80 4-Brown and white
- ♦ 27 K 80 5-Green and white
- ♦ 27 K 80 6-Lavender and white. Each \$3.98

Catalog numbers marked ♦ shipped from Kansas City. Order and pay postage from Sears nearest mail order house. See inside back cover for information on Easy Terms.



Searspride
Reg. U. S. Pat. Off.

Our finest Luxables cottons, part cottons in misses' sizes

Searspride—the label tells the story. Our pride because they're our best as you've come to learn. When a cotton or part cotton dress rates this label you can be sure of finer making, a cetera of detailing, better fabrics. And fashion successes smart enough to go anywhere... in the styles best suited for all-occasion wear. For instance, the suit crosses opposite, trim and well-groomed looking, could see you through a busy noon to night schedule. The ruffled dresses on this page have a Sunday-best femininity but the fabric represents everyday practicality. The stripes are woven right into the chambray—washing won't dull their sparkle—span brightness. Whichever you pick, you're getting proven fashion ruggedness and animated serviceability.

Quality details for better service

- Seams cleanly pinked. Fine rarefast sewing throughout with small stitches.
- Hems neatly finished. 6 1/2 inches wide except hem on pant 2-piece suit dress, use 4 1/2 inch pattern.
- Top grade buttons firmly attached, closely spaced to prevent gaping.
- Pleats and gathers are generous for everywhere for free movement.
- Smooth wrinkleless placket closings.
- Belts are reinforced, self fabric belt loops strongly sewn. Buckle self fabric covered for richness.

Sizes marked * show from K to 22. Extra pay postage from Sears nearest mail order house. Easy Terms available for order totals \$6.00 or more. See inside back cover for details.



Self-ruffled woven-striped chambray

THE LOW OVAL NECK DRESS with, peaked ruffled collar, waist on slash pockets. Front gathered, gored skirt. Or better quality chambray. Hand wash separately in L. X. Sizes 12, 14, 16, 18, 20, 22. Extra pay postage. State size. Ship weight, 1 pound.
*27 K 8004—Red-and-white
*27 K 8005—Copen-and-white
*27 K 8006—Brown-and-white Ea \$4.98

THE LOW OVAL NECK DRESS especially feminine with ruffle trim. Button front with pockets. Front gathered, gored skirt. Or better quality chambray. Hand wash separately in L. X. Sizes 12, 14, 16, 18. Only see size scale on page 11. State size. Ship weight, 1 pound.
*27 K 8004—Red-and-white
*27 K 8005—Copen-and-white
*27 K 8006—Brown-and-white Ea \$4.98



Luxable cotton, cotton-and-rayon Suit Dresses

THE BORDER PRINT SUIT with tie-front set-in belted jacket for smooth waistline fit. Skirt box-pleated in front, kick-pleated in back. Of better quality rayon and cotton. Hand wash separately in LUX. Sizes 12, 14, 16, 18, 20. See size scale on page 11. State size. Shipping weight, 1 pound 8 ounces.

♦27 K 8017 Red ground print
♦27 K 8018-Copen blue grd. Ea. \$3.98

THE BOLD CARDIGAN SUIT, natty as can be, for year round wear. White collar size movable should be detached before washing. All-around gored skirt. Of good quality cotton-suiting. Hand wash separately in LUX. Sizes 12, 14, 16, 18, 20. See size scale on page 11. State size. Shipping weight, 1 pound 8 ounces.
♦27 K 8019 Black and white check only with black lining. \$3.98

THE SELF-BOW TRIMMED SUIT has soft charm. Pockets follow curve of jacket line, carrying neck. Gored skirt. Of better quality cotton and-rayon print. Hand wash separately in LUX. Sizes 12, 14, 16, 18, 20. See size scale on page 11. State size. Shipping weight, 1 pound 8 ounces.
♦27 K 8020 Rose ground print
♦27 K 8022 Copen blue ground
♦27 K 8023 Luggage tan grd. Ea. \$3.98



Button-trimmed Cottons, Cotton-and-Rayons... all Luxable

\$3.98

BUTTONS - Front and back with
shortly gathered skirt. Front
gathered back skirt. Hand
waist in Lex. in rayon. Size
14-16. 18-20. 22-24. 26-28.
27-29. 30-32. 34-36. 38-40.
42-44. 46-48. 50-52. 54-56.
58-60. 62-64. 66-68. 70-72.
74-76. 78-80. 82-84. 86-88.
90-92. 94-96. 98-100. 102-104.
106-108. 110-112. 114-116.
118-120. 122-124. 126-128.
130-132. 134-136. 138-140.
142-144. 146-148. 150-152.
154-156. 158-160. 162-164.
166-168. 170-172. 174-176.
178-180. 182-184. 186-188.
190-192. 194-196. 198-200.
202-204. 206-208. 210-212.
214-216. 218-220. 222-224.
226-228. 230-232. 234-236.
238-240. 242-244. 246-248.
250-252. 254-256. 258-260.
262-264. 266-268. 270-272.
274-276. 278-280. 282-284.
286-288. 290-292. 294-296.
298-300. 302-304. 306-308.
310-312. 314-316. 318-320.
322-324. 326-328. 330-332.
334-336. 338-340. 342-344.
346-348. 350-352. 354-356.
358-360. 362-364. 366-368.
370-372. 374-376. 378-380.
382-384. 386-388. 390-392.
394-396. 398-400. 402-404.
406-408. 410-412. 414-416.
418-420. 422-424. 426-428.
430-432. 434-436. 438-440.
442-444. 446-448. 450-452.
454-456. 458-460. 462-464.
466-468. 470-472. 474-476.
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490-492. 494-496. 498-500.
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514-516. 518-520. 522-524.
526-528. 530-532. 534-536.
538-540. 542-544. 546-548.
550-552. 554-556. 558-560.
562-564. 566-568. 570-572.
574-576. 578-580. 582-584.
586-588. 590-592. 594-596.
598-600. 602-604. 606-608.
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622-624. 626-628. 630-632.
634-636. 638-640. 642-644.
646-648. 650-652. 654-656.
658-660. 662-664. 666-668.
670-672. 674-676. 678-680.
682-684. 686-688. 690-692.
694-696. 698-700. 702-704.
706-708. 710-712. 714-716.
718-720. 722-724. 726-728.
730-732. 734-736. 738-740.
742-744. 746-748. 750-752.
754-756. 758-760. 762-764.
766-768. 770-772. 774-776.
778-780. 782-784. 786-788.
790-792. 794-796. 798-800.
802-804. 806-808. 810-812.
814-816. 818-820. 822-824.
826-828. 830-832. 834-836.
838-840. 842-844. 846-848.
850-852. 854-856. 858-860.
862-864. 866-868. 870-872.
874-876. 878-880. 882-884.
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898-900. 902-904. 906-908.
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1966-1968. 1970-1972. 1974-1976.
1978-1980. 1982-1984. 1986-1988.
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2002-2004. 2006-2008. 2010-2012.
2014-2016. 2018-2020. 2022-2024.
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4294-4296. 4298-4300. 4302-4304.
4306-4308. 4310-4312. 4314-4316.
4318-4320. 4322-4324. 4326-4328.
4330-4332. 4334-4336. 4338-4340.
4342-4344. 4346-4348. 4350-4352.
4354-4356. 4358-4360. 4362-4364.
4366-4368. 4370-4372. 4374-4376.
4378-4380. 4382-4384. 4386-4388.
4390-4392. 4394-4396. 4398-4400.
4402-4404. 4406-4408. 4410-4412.
4414-4416. 4418-4420. 4422-4424.
4426-4428. 4430-4432. 4434-4436.
4438-4440. 4442-4444. 4446-4448.
4450-4452. 4454-4456. 4458-4460.
4462-4464. 4466-4468. 4470-4472.
447



Misses' Thrift Cottons, tailored or ruffly . . all washable, long-wearing

\$1.98

SHIRTFROCK makes clever use of its stripes for bodice trim and pockets. 3-button closing to waist. Bias-cut skirt with front inverted pleat. Good quality striped cotton. Washable. Sizes: 12, 14, 16, 18, 20; see size scale on page 11. *State size.* Shpg. wt., 1 lb.
 ♦ 27 K 8041—Red and white
 ♦ 27 K 8042—Copen and white
 Each \$1.98

\$1.98

BUTTON FRONT DRESS with pretty crispness. Self ruffles trim bodice and skirt pockets. Front gathers on gored skirt. Good quality checked cotton. Washable. Sizes: 12, 14, 16, 18, 20; see size scale on page 11. *State size.* Shipping weight, 1 pound.
 ♦ 27 K 8037—Red and white
 ♦ 27 K 8038—Copen, blue and white
 Each \$1.98

\$1.98

BUTTON FRONT PINAFORE DRESS. Butterfly ruffles back, front. Curve on top of pockets follows lines of sweetheart neck. Gathered skirt, tie-back sash. Good quality striped cotton. Washable. Sizes: 12, 14, 16, 18, 20; see size scale on page 11. *State size.* Shpg. wt., 1 lb.
 47 K 1604—Red and white
 47 K 1605—Copen and white
 Each \$1.98

\$1.59

TIE BACK PINAFORE dress with front butterfly ruffle. White ric-rac crisply outlines ruffle, and pockets. Full, gathered skirt. Back closing to waist. Good quality cotton floral print. Washable. Sizes: 12, 14, 16, 18, 20; see size scale on page 11. *State size.* Shipping weight, 1 pound.
 47 K 1602—Assorted colorful floral patterns . . . \$1.59



Women's Button Front Dresses of Luxable cotton-and-rayon

Favorite style of busy women—slips on over shoulders as easily as a coat without disturbing hair-do. Opens flat for quick ironing. Slenderizing too. Note how closely spaced buttons are, so skirt won't gap open. All hand washable in Lux. Shpg. wt. ea. 1 lb.

FLORAL PRINT button front dress designed for plenty of ease throughout with shirring at shoulders and waistline. Skirt has front pleats back gores. Self belt. Of better quality rayon and cotton.

Sizes 34, 36, 38, 40, 42, 44, size scale on page 17. *Note size*

◆ 27 K 8517—Rose ground print
◆ 27 K 8518—Copen blue ground print. Each **\$2.98**

SOLID COPIEN button front dress with dark button trim. Novel cross-cross pockets add style interest to bodice. Skirt has sharp knife-pleated front, is gored in back. Of good quality rayon and cotton. Sizes 34, 36, 38, 40, 42, 44, size scale page 17. *Note size*

◆ 27 K 8521—Copen blue
◆ 27 K 8522—Rose. Each **\$2.98**

POLKA DOTTED button front dress with broad trim on shoulder yoke pockets. Sweetheart neckline all around gored skirt. Of better quality rayon and cotton. Sizes 34, 36, 38, 40, 42, 44, see size scale on page 17. *Note size*

◆ 27 K 8513—Dark copen blue with white polka dots
◆ 27 K 8514—Dusty rose, white polka dots. Each **\$3.98**

BORDER PRINT button front dress with pattern narrowing off at top for slimming, handsome effect. Easy stride skirt with front pleats, back gores. Self belt. Of better quality rayon and cotton. Sizes 34, 36, 38, 40, 42, 44, size scale on page 17. *Note size*

◆ 27 K 8515—Copen blue ground
◆ 27 K 8516—Green ground. Each **\$3.98**

It's smart to have several button fronters. Easy. Terms available if order is \$10 or more—see inside back cover.



Famous "Nip 'n Tuck" Housefrocks

Inserts at waist nip in middle. Vertical front tucks, plus convenient button front. Slip you! Both in long wearing washable cottons. Shpg. wt., ea., 1 lb.

STRIPED printed seersucker of better quality in notch collar style. 2 handy patch pockets. Fullness under shoulder yoke. 7-inch hem. No ironing needed. Sizes: 34, 36, 38, 40, 42, 44. Scale page 17. State size. ♦27K8524 Open and white ♦27K8525 Red and white, each, . . . \$2.98

SOLID Cotton of better quality in notch collar style. Sweet heart neck style. White muslin trim along down front and neck yoke. Sleeves, pockets 2 in hem. Dress opens flat or speedily. Size: 34, 36, 38, 40, 42, 44. Scale page 17. State size. ♦27K8527 Open and white ♦27K8528 Open and white \$2.88

Washable Buttonfront Dresses

Coat style makes dressing and ironing quick, easy. Looks pretty on, yet built for working ease. Have many changes at Sears low prices. Shpg. wt., ea., 1 lb.

SET-IN Belt button front dress. Pretty sweetheart neckline. Front pleated, non-gap skirt, 2 roomy patch pockets. Bias cut self binding trim neckline. Pockets. Good quality printed checked cotton. Washable. Sizes: 34, 36, 38, 40, 42, 44. Scale page 17. State size. ♦7K690 Open and white ♦7K680 Red and white Ea \$1.69

BUTTON FRONT dress with front midriff and back tie sash to give trim look to waist. Ric-rac edged collar and pockets. All-around gored skirt. Of good quality floral print cotton. Washable. Sizes: 34, 36, 38, 40, 42, 44, size scale, page 17. State size when ordering. ♦27K853 Assorted colorful floral prints. . . \$1.98

Catalog numbers marked ♦ shipped from Kansas City. Order and pay postage from Sears nearest mail order house.



Size of neck

Button Front washables, 34 to 52

Swimming, bathing, traveling, sizes and figures. Harbors not mess when putting it on. Opens flat, handles easily on roping, buoy, saving weight each and

Cotton dress with button front, long sleeves, and rayon skirt. Color: navy blue. Size: 34 to 52. Price: \$3.98.

\$3.98

Striped Button Front dress with shoulder yoke, gathers, and a full skirt. Color: navy blue. Size: 34 to 52. Price: \$2.19.

\$2.19

Softer, Dressier Luxables 34 to 52

The type you call an afternoon dress and like to wear to church. Comes in many colors when work is done. Wear these all year round. Washable Lux. Sh. g. wt. each.

Self-Bow Dress with white embroidery, points, 4 in. long, 1/2 in. wide. Skirt, pleated, 1/2 in. long, 1/2 in. wide. Price: \$2.88.

\$2.88

Sweetheart Neck dress has become simplicity. White edging around neck, try dark buttons to waist, gathers under shoulder yoke, rayon skirt, 1/2 in. long. (If better quality, printed cotton and rayon. Size: 34 to 52. Price: \$3.98.)

\$3.98



A FLORAL PINAPORE APRON \$1.98

B STRIPED BIB TOPPER \$1.59

C RIC RAC TRIMMED \$1.69

D PINAPORE APRON \$1.79

Apron Assortment

Take to cover under pretty collars when you work

A FLORAL PINAPORE APRON
Puffy ruffles back and front.
Button closing at back neck.
Contrast binding around neck-
line and deep pockets. Full skirt
tie back sash. Washable cotton.
Size: Small 12-14, medium
16-18, large 20-22. Size
shipping weight 10 ounces.
47 K 9501-Asst. prints \$.98

C RIC RAC TRIMMED bib-top
apron with halter back. Tie
back sash gathered skirt one
patch pocket. Better quality
cotton. Washable. One size fits
up to size 20. Shipg. wt. 10 oz.
47 K 1806-Red and white
47 K 807-Blue and white
47 K 818-Green and white
Each \$1.69

E HALTER NECK BIB TOP apron
with contrasting binding on
pocket tops and bib. Generously
gathered skirt on waistband.
Tie back sashes. Better qual-
ity cotton floral print. Wash-
able. One size fits up to size 20.
Shipping weight 10 ounces.
47 K 805-Floral, beige, and
blue green \$1.39

B STRIPED BIB TOP (front and
back gives you complete pro-
tection). Button closing at back
neck. Set in waistband with tie
back sashes. 2 convenient patch
pockets. Of washable striped
cotton. Size: Small 12-14,
medium 16-18, large 20-22.
Size shipping wt. 10 oz.
47 K 1809-Blue and white \$1.59

D PINAPORE APRON striped up,
down across. Butterfly ruffles,
back and front suspender effect.
Tie back sashes full skirt (good
quality cotton). Washable. Sizes:
Small 12-14, medium 16-18,
large 20-22. Size shipping
weight 10 oz.
47 K 808-Red, white and
blue stripes only \$1.79

F WAISTBAND APRON well-
made of colorful gingham,
percale or chambray in checks,
plaids and stripes. Front edge
and pouch pockets contrast navy
blue. Washable. One size fits
up to size 20. Shipg. wt. 8 oz.
47 K 804-Various designs but
no choice of pattern. \$1.79
Each \$1.79



F WAISTBAND APRON 79c

E HALTER NECK BIB TOP \$1.39



38



Profession Uniforms for nurses, lab workers and beauticians

THE BUTTON FRONT UNIFORM. No. 1 choice of active nurses, offered in three long-wearing, washable fabrics. Its clean-as-a-whistle simplicity is becoming to large or small figures. You slip into or out of it just like a coat without messing up your hair-do. Opens flat for speedy handling on ironing board. Action-built with pleated back shoulder yoke to give easily as you move. 6-gore skirt flatters hips; doesn't gap because buttons are closely spaced. Set-in waistband is of double thickness for added strength and wear. 3 patch pockets with multi-stitched tops. Seams overlapped, with main seams double stitched to prevent splitting, to give non-stop service.

SANFORIZED "SOULETTE", washable mercerized poplin in white only. Max. shrinkage, 1%. *Misses' sizes:* 12, 14, 16, 18, 20; scale, pg. 11. *Women's sizes:* 38, 40, 42, 44; scale pg. 17. *State size.* Shpg. wt., 1 lb. 6 oz. ♦27 K 9654—Long sleeves **\$4.98**

WASHABLE RAYON SHARKSKIN fine quality, trimly made, in white only. *Misses' sizes:* 12, 14, 16, 18, 20; scale, pg. 11. *Women's sizes:* 38, 40, 42, 44; size scale on page 17. *State size.* Shpg. wt., 1 lb. 6 oz. ♦27 K 9656—Long sleeves **\$4.64**

WASHABLE COTTON PORTUX, in white only. *Misses' sizes:* 12, 14, 16, 18, 20; scale, pg. 11. *Women's sizes:* 38, 40, 42, 44; size scale on page 17. *State size.* Shpg. wt., 1 lb. 6 oz. ♦27 K 9652—Long sleeves **\$2.89**
♦27 K 9653—Short sleeves **\$2.89**
Available after July 20

\$2.59

THE PRINCESS EFFECT UNIFORM with the famous "Nip 'n Tuck" construction. Triangular inserts nip in and smooth waistline. Vertical tucks, from shoulder to hem on either side, make you look taller and slimmer. Fly front buttons to below the waistline; balance of front is stitched to stay closed. Two roomy patch pockets. Strongly made of sturdy cotton broadcloth. Washable. *Misses' sizes:* 12, 14, 16, 18, 20; scale, page 11. *Women's sizes:* 38, 40, 42, 44; scale, page 17. *State size.* Shpg. wt., ea., 1 lb. 6 oz. ♦27 K 9667—All white **\$2.59**
♦27 K 9668—Copen blue with white collar and cuffs **\$2.59**

If order totals \$10 or more, Sears Easy Terms available... see inside back cover for complete details.



A JUMPER, 2 FABRICS \$6.98, \$4.98



C SMOCKED DRESS, RAYON FRENCH-TYPE CREPE \$4.98

Your complete Maternity Wardrobe

Order regular size—we've allowed for figure changes with clever, hidden adjustable features to meet new measurements



Bow Print \$3.79



Floral Print \$2.98



B BLOUSE \$2.98 SKIRT \$4.98

A JUMPER. Kick-pleated, gored skirt. Buttons control adjustment. Sizes: 9, 11, 13, 15, 17; scale, pg. 28C. *State size.* Shpg. wt., ea., 1 lb. 8 oz. (blouse not included). *Rayon Flannel*, smooth, warm. Dry clean.
 ♦ 31 K 5972—Cherry rose
 ♦ 31 K 5973—Aqua green. Each \$6.98
Super-Charmalac, rayon with Aralac for woolly warmth. Wash separately in Lux.
 ♦ 31 K 5974—Medium blue
 ♦ 31 K 5975—Cocoa brown. Each \$4.98

B DRAWSTRING BLOUSE of rayon broadcloth. Hand Luxable. Sizes: 12, 14, 16, 18, 20; scale, pg. 80. *State size.* Shpg. wt., 10 oz.
 ♦ 7 K 3218—White, blue beaded trim \$2.98
FRONT DRAWSTRING SKIRT of Pacific's 100% wool crepe. Expands to fit. Dry clean. *State size.* Shpg. wt., 1 lb. 2 oz.
 ♦ 7 K 3438—Soldier blue
 ♦ 7 K 3439—Black
 ♦ 7 K 3441—Brown. Each \$4.98

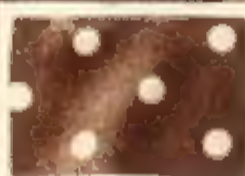
C SMOCKED DRESS. a top ranking favorite, in three fabrics, beloved by young-minded mothers-to-be for comfortable fit, good looks. Peter Pan collar. Concealing front fullness; adjustable belt from back panel. All dresses, hand wash separately we recommend Lux. *State size.* Shpg. wt., ea., 1 lb. 8 oz.

French-type Rayon Crepe, as illustrated. Fall colors, white polka dots.
 ♦ 31 K 5945—Navy with white dots
 ♦ 31 K 5946—Rose with white dots
 ♦ 31 K 5947—Cocoa brown, white dots
 Each \$4.98

Rayon-and-cotton Bow Print, same style.
 ♦ 31 K 5949—Navy ground
 ♦ 31 K 5950—Rose ground
 ♦ 31 K 5951—Cocoa brown grd Ea. \$3.79
Cotton Floral Print, same style.
 ♦ 31 K 5957—Blue ground
 ♦ 31 K 5958—Rose ground. Ea. \$2.98



A RUFFLE DRESS IN ALPACA-TYPE RAYON \$5.98



Polka Dot \$4.49



B BASQUE DIRNDL-TYPE DRESS \$6.98



C CHECKED COTTON GINGHAM \$3.98

Young Styles... Sears low prices

Pretty fashions you'd wear normally; with added comfort of deep gathers, generous pleats and easy fit you need now.

A RUFFLE DRESS in choice of 2 fabrics. Full ruffles on top bodice and on slash pockets tend to make you look taller, slimmer, by creating wide-shouldered look. Skirt, gored in back, has drawstring inserts to create front fullness that expands as you need extra width. Long tie belt. Sizes: 10, 12, 14, 16, 18, 20; size scale on page 11. State size. Shpg. wt., each, 1 lb. 8 oz.

Rayon Alpaca-type Fabric, illustrated, good quality in year-round colors. Dry clean.
 ♦ 31 K 5962—Navy blue
 ♦ 31 K 5963—Cherry rose. Each, \$5.98

Rayon-and-Cotton print with neat, small polka dot on dark grounds to wear Fall-Winter. Hand wash separately in Lux.
 ♦ 31 K 5964—Deep aqua with white dots
 ♦ 31 K 5965—Med. blue with white dots
 ♦ 31 K 5966—Cocoa brown with white dots. Each, \$4.49

B BASQUE DIRNDL-TYPE DRESS, white embroidered, with charm of dresses you wore before. Tie-back sash, with hidden snap adjustments. Front gathered, back gored skirt. Rayon alpaca-type fabric. Dry clean. Sizes: 9, 11, 13, 15, 17; size scale, page 28C. State size. Shpg. wt., 1 lb. 8 oz.
 ♦ 31 K 5960—Navy with white trim
 ♦ 31 K 5961—Aqua with white trim
 Each, \$6.98

C CHECKED COTTON GINGHAM dirndl-type dress. White ric-rac trim. Tie-back sash has snap adjustments under it. Front gathered gored skirt. Hand wash separately. Sizes: 9, 11, 13, 15, 17; scale, pg. 28C. State size. Shpg. wt., 1 lb. 8 oz.
 ♦ 31 K 5968—Brown-and-white checks
 ♦ 31 K 5969—Green-and-white checks
 ♦ 31 K 5970—Blue-and-white checks
 ♦ 31 K 5971—Rose-and-white checks
 Each, \$3.98



Dressmaker Suits in Doeskin-effect flannel

\$18⁹⁸
each, cash

1/2 down on Easy Terms

The new suit to wear is the one that might have come from the hands of a fine dressmaker and has that made-for-you look. The new fabric to have it in is an all wool flannel that's smooth as crease, drapes beautifully. These suits have everything that's new including a buckle closing and smart novelty pockets.

THE SHIRT-COLLAR SUIT, at left, dressed up with pockets made of curly black wool, cotton backed, (72% face, 28% back) resembling Persian Lamb. Darts open for softened waistline on rayon lined jacket. Skirt has inverted pleats front, back. Size: 10, 12, 14, 16, 18, 20; scale, pg. 4011. Slate rise. Shpg. wt., 3 lbs. ♦17 K 6853—Med. delft blue ♦17 K 6854—Black Cash \$18.98

THE CARDIGAN SUIT, at right, has long darts for soft figure-flattering fullness in the rayon lined jacket. Self-covered buckles closing it, is a smart fashion addition. Well-placed gores on skirt. Size: 10, 12, 14, 16, 18, 20; size scale, pg. 4011. Slate rise. Shpg. wt., 3 lbs. 4 oz. ♦17 K 6855—Med. delft blue ♦17 K 6856—Purple ♦17 K 6857—Luggage brown. Cash \$18.98